

Problems of agriculture marketing: An empirical analysis

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ABSTRACT

Present scenario has changed totally, because share of agriculture income in total national income has reduced gradually. The present study includes randomly selected 100 respondents (farmers) of Bhavnagar district. The conceptual of understanding of problems of agricultural products marketing found different among the respondents about the different problems of agriculture marketing. Other important problems were improper market information, lack of organization and forced sales. While, lack of marketing finance had very less ranked as problem. The study concludes that marketing is the required practice in a competitive market, and innovation in the marketing is always acceptable to everybody.

Key words : Agricultural marketing, Problems of marketing, Farmers, Lack of storage

Agriculture in India is highly important since independence. It is the only source, which has earned the sizeable share in generating foreign exchange. As, this sector has earnings importance, comparatively it also provides higher employment. Gandhiji has truly identified that “The India really lives in villages”, therefore, emphasis on agricultural development was right decision in the early sequential five year plans of the Government of India.

Present scenario has changed totally, because share of agriculture income in total national income has reduced gradually. Moreover, dependence on agriculture has reduced marginally for employment, on other hand, agricultural activities become more easy and modern. The modernization has changed the way with the farmers were used to; IT revolution has made many things accessible for them too.

New research and developments regarding the seeds, pesticides, fertilizers, irrigation facilities, equipments and techniques made farming easier. This has enabled agriculture activities to explore new avenues among itself, earlier production and procurement were the most important areas. Later on, marketing of agricultural outputs took the priority in the mind of the farmers. Change in the mindset has been further impetus after the 1990's LPG process. Liberalization has offered many fruits to the agriculture industry on one side and the other side of the coin has put the hurdles *i.e.* GATT and WTO (Ramphul, 2006).

METHODOLOGY

Objective of this study was confined to identify

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problems of agricultural products marketing. It is an exploratory research. To collect primary data through questionnaire, survey research method with stratified random sampling has been used, according to Tull and Hawkins (1999). “Survey Method is the systematic gathering of information from the respondents for the purpose of understanding and / or predicting some aspects of behaviour of the population of interest”. It includes randomly selected 100 respondents (farmers) of Bhavnagar district. All 100 collected responses tabulated, cross-tabulated and analysed in respect of the objective of the study (Bender *et al.*, 1982).

Limitation of the study:

This study was conducted in Bhavnagar district only. Thus, derived results may not represent the attitude of farmers at national level. The sample size is another limitation statistically.

FINDINGS AND DISCUSSION

The study on identifying problems of agricultural products marketing has included 100 responses. Following results have found from these responses:

Table 1 shows the respondents profile, where, accordingly gender male were of 63% and 37% were

Table 1 : Respondent's profile

Gender: M = 63 (63%) F= 37 (37%)
Age: 18 to 30 = 71 (71%), 31 to 45= 22 (22%), 45 and above 60 = 07 (07%)
Education: not literate = 32 (32%), literate = 35 (35%), non matriculate = 33 (33%)
Income: - <5000 = 45 (45%), <10,000 = 45 (45%), >10,000 = 10 (10%)

Table 2 : Cross tabulation of rank to conceptual understanding of problems of agricultural products marketing

Sr. No.	Problems	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5
1.	Lack of organization	07	07	06	13	10
2.	Forced sales	06	08	10	10	06
3.	Presence of middlemen	15	13	06	08	03
4.	Numerous market charges	10	13	13	05	03
5.	Market malpractices	08	03	04	07	21
6.	Lack of standard weights and measures	0	1	3	6	5
7.	Inadequate storage	20	10	4	9	2
8.	No standardization of price and quality	18	15	8	4	1
9.	Lack of marketing finance	2	8	8	7	12
10.	Improper market information	8	7	13	9	6

female respondents, age wise 71% were of below 30 years, 22% were up to 45 years and only 07% respondents were 60 more than years. While, education wise their profile was of 32% not literate, 35% literate and 33% were of non-matriculate. As per income wise, respondents profile 45% were of less than Rs. 5000 and also Rs. 10,000 were 45% having monthly income only only 10% respondents were having more than Rs. 10,000 income per month.

Data of Table 2 reveal that the conceptual understanding of the problems of agricultural products marketing were found different among the respondents about the different problems of agriculture marketing. According to rank 1, inadequate storage capacity (20%) was the most important problem of farmers, followed by non-standardized price and quality (18 %), presence of middlemen (15 %) and numerous market charges (10 %) were the most important problem in view of the respondents under the study. Other important problems were improper market information (8 %), lack of organization (7 %) and forced sales (6 %). While, lack of

marketing finance has very less ranked (2 %) as the problem. Moreover, the lack of standard weights and measures was not the problem for the respondents, it may be because of the standard weight scale has been utilized in the marketing yard and other places in the area under study.

Conclusion:

The study concludes that marketing is the required practice in a competitive market, and innovation in the marketing is always acceptable to everybody. First the quality of produce should be good because the good quality can fetch better price and confidence. The other required thing is the staying power to sell so that they may get better prices after the harvest. This may be only possible, if farmers can develop cooperative storages in their own area followed by good communication, transport facilities etc. It is also important that marketing and selling process should become simple and free from the market malpractices. Then only the Indian farmers can get the real income of their investment and efforts.

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